

Message Text

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PAGE 01 SANTIA 03448 091735Z
ACTION EB-08

INFO OCT-01 ARA-14 ISO-00 ICA-20 /043 W
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R 091215Z MAY 78
FM AMEMBASSY SANTIAGO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9158

UNCLAS SANTIAGO 3448

EO 11652: NA
TAGS: BEXP, CI
SUBJ: SANTIAGO INTERNATIONAL FAIR - FISA 1978

REF: USDOC 08639

1. THE EMBASSY AND THE AMERICAN CHAMBER OF COMMERCE IN CHILE WILL CO-SPONSOR A U.S.A. PRODUCTS PAVILION IN FISA 1978, FROM OCTOBER 26 THROUGH NOVEMBER 12. FISA IS AN ANNUAL GENERAL INDUSTRIAL EXHIBITION, WHERE PRODUCTS OF ALMOST ANY TYPE MAY BE WHOWN. AS IN 1977, ONE OF THE THREE U.S.A. BUILDINGS WILL BE DEVOTED TO RETAIL SALES OF CONSUMER PRODUCTS. GROSS FLOOR SPACE IN THE THREE BUILDINGS IS 3,455 SQUARE METERS. NO EXTERIOR EXHIBITION SPACE IS AVAILABLE, EXCEPT THROUGH DIRECT RENTAL FROM FISA. IN FISA 1977 OVER 40 EXHIBITORS PROMOTED THE PRODUCTS AND SERVICES OF OVER 100 AMERICAN COMPANIES IN THE U.S.A. PAVILION.

2. RENTAL CHARGE FOR EXHIBITION SPACE IN THE 1978 U.S.A. PAVILION IS \$ 150 PER SQUARE METER, WITH A 10 PERCENT DISCOUNT FOR PAYMENT IN FULL BY JUNE 30 AND ANOTHER 10 PERCENT DISCOUNT OFFERED TO FISA 1977 EXHIBITORS. INTERIOR DESIGN IS NOT YET COMPLETED, BUT WE EXPECT THE MINIMUM BOOTH SIZE TO BE 20 OR 25 SQUARE METERS.

3. THE EMBASSY AND THE AMCHAM ARE EQUAL PARTNERS ON ALL
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NEGOTIATING, PLANNING AND MANAGEMENT DECISIONS RELATED TO FISA 1978. HAVING AN EXECUTIVE SECRETARY FOR THE FIRST TIME, HOWEVER, THE AMCHAM WILL CARRY THE BULK OF THE RECRUITMENT WORKLOAD THIS YEAR. THE EXECUTIVE SECRETARY IS EXPECTED TO SERVE AS EXHIBITION MANAGER DURING FISA AS WELL. AS A SELF-PAYING PROMOTION, THE AMCHAM ALSO BEARS THE FINANCIAL RISK SHOULD THE U.S.A. PAVILION MISS THE BREAK-EVEN MARK.

4. ENGLISH LANGUAGE VERSIONS OF OUR CIRCULAR ANNOUNCEMENT AND PARTICIPATION AGREEMENT WILL BE POUCHED TO USDOC THIS WEEK. AN ANNOUNCEMENT IN COMMERCE AMERICA AND ANY OTHER PUBLICITY THAT USDOC CAN PROVIDE WILL BE APPRECIATED. EXCEPT FOR FOLLOWS-UPS TO WRITTEN OR VISITOR'S EXPRESSIONS OF INTEREST, WE ARE NOT SENDING ANNOUNCEMENTS TO THE UNITED STATES FROM SANTIAGO. WE CONSIDER FISA AN EXCELLENT VEHICLE FOR INTRODUCING AMERICAN PRODUCTS INTO CHILE, BUT EXPERIENCE HAS ALSO SHOWN THAT FROM THE STANDPOINT OF LOGISTICS AND THE 17-DAY LENGTH OF THE EXHIBITION, AN AMERICAN COMPANY CAN HARDLY PARTICIPATE EFFECTIVELY WITHOUT THE SUPPORT OF A LOCAL AGENT.

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